



WTIC-TV

ORDER

Print Date 11/01/12

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Flight Dates 10/25/12-11/05/12

Contract / Revision 401158 - 1

Original Date / Revision
11/01/12 11/01/12

Advertiser American Unity Pac

Agency Multi Media Services

Buying Contact

915 King Street
2nd Floor
Alexandria, VA 22314Primary Account Executive
Jordan Johannessen

Account Executive	Order%	Start Date	End Date
Jordan Johannessen	100%		

Product
AMERICAN UNITY PAC

Agency Com 15%

Billing Contact
915 King Street
2nd Floor
Alexandria, VA 22314Sales Office TWDC
Sales Region National
Agency Ref

Order Sep 00:15:00

Estimate # 5332

Alt Order # 06393209

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes AGY POL ISSUE

Product Codes PL2

Priority 02

Advertiser Ref

Order Share 13% Market Value 68461

Competing Station	% of Order	Amount
2WCCT	%	0
3WFSB	61%	41761
4WVIT	26%	17800
5WTNH	%	0
6WCTX	%	0
7CABL	%	0

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
October 2012	9	\$2,040.00	\$2,400.00	0.00	10/01/12	10/28/12	9	\$2,040.00	\$2,400.00
November 2012	24	\$5,525.00	\$6,500.00	0.00	10/29/12	11/05/12	24	\$5,525.00	\$6,500.00
Totals	33	\$7,565.00	\$8,900.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots Amount	
1	61	10/29/12	11/02/12	M-F 6a-7a M-F 6a-7a	CM	6a-7a	MTWTF--	:30	1	\$400.00	02	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	MTWTF--					1	\$400.00		0.00			
2	61	11/05/12	11/05/12	M-F 7a-8a M-F 7a-8a	CM	7a-8a	1-----	:30	1	\$400.00	02	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	1-----					1	\$400.00		0.00			
3	61	10/29/12	11/02/12	M-F 7a-8a M-F 7a-8a	CM	7a-8a	MTWTF--	:30	5	\$400.00	02	0.00	NM	5	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	MTWTF--					5	\$400.00		0.00			
4	61	10/25/12	10/26/12	M-F 7a-8a M-F 7a-8a	CM	7a-8a	---TF--	:30	2	\$400.00	02	0.00	NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	---TF--					2	\$400.00		0.00			



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Contract / Revision **401158-1** Flight Dates **10/25/12-11/05/12**

Hiatus Dates

Original Date / Revision 11/01/12/ 11/01/12

Order Sep 00:15:00

Advertiser **American Unity Pac**Product **AMERICAN UNITY PAC**Estimate # **5332**

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
5	61	11/05/12	11/05/12	M-F 8a-9a M-F 8a-9a	CM	8a-9a	1-----	:30	1	\$350.00	02	0.00 NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		11/05/12	11/11/12	1-----	1		\$350.00		0.00					
E 6	61	10/29/12	11/02/12	M-F 8a-9a M-F 8a-9a	CM	8a-9a	MTWTF--	:30	3	\$350.00	02	0.00 NM	2	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/29/12	11/04/12	MTWTF--	3		\$350.00		0.00					
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
3	61	10/29/12-11/04/12		M-F 8a-9a	8a-9a		MTWThF----	:30	(\$350.00)		0.00	NM		
Credited														
7	61	10/25/12	10/26/12	M-F 8a-9a M-F 8a-9a	CM	8a-9a	---TF--	:30	2	\$350.00	02	0.00 NM	2	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/22/12	10/28/12	---TF--	2		\$350.00		0.00					
8	61	11/05/12	11/05/12	M-F 9a-10a M-F 9a-10a	CM	9a-10a	1-----	:30	1	\$150.00	02	0.00 NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		11/05/12	11/11/12	1-----	1		\$150.00		0.00					
9	61	10/29/12	11/02/12	M-F 9a-10a M-F 9a-10a	CM	9a-10a	MTWTF--	:30	5	\$150.00	02	0.00 NM	5	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/29/12	11/04/12	MTWTF--	5		\$150.00		0.00					
10	61	10/25/12	10/26/12	M-F 9a-10a M-F 9a-10a	CM	9a-10a	---TF--	:30	2	\$150.00	02	0.00 NM	2	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/22/12	10/28/12	---TF--	2		\$150.00		0.00					
11	61	11/05/12	11/05/12	M-F 5a-6a M-F 5a-6a	CM	5a-6a	1-----	:30	1	\$200.00	02	0.00 NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		11/05/12	11/11/12	1-----	1		\$200.00		0.00					
12	61	10/29/12	11/02/12	M-F 5a-6a M-F 5a-6a	CM	5a-6a	MTWTF--	:30	5	\$200.00	02	0.00 NM	5	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/29/12	11/04/12	MTWTF--	5		\$200.00		0.00					
13	61	10/25/12	10/26/12	M-F 5a-6a M-F 5a-6a	CM	5a-6a	---TF--	:30	2	\$200.00	02	0.00 NM	2	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/22/12	10/28/12	---TF--	2		\$200.00		0.00					
14	61	11/04/12	11/04/12	Fox News Sunday Su 9a-10a Fox News	CM	9a-10a	-----1	:30	1	\$200.00	02	0.00 NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/29/12	11/04/12	-----1	1		\$200.00		0.00					
15	61	10/28/12	10/28/12	Fox News Sunday Su 9a-10a Fox News	CM	9a-10a	-----1	:30	1	\$200.00	02	0.00 NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/22/12	10/28/12	-----1	1		\$200.00		0.00					
N16	61	11/04/12	11/04/12	Su 10a-11a Su 10a-11a	CM	10a-11a	-----1	:30	1	\$350.00	02	0.00 NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/29/12	11/04/12	-----1	1		\$350.00		0.00					



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Order Sep 00:15:00

Advertiser **American Unity Pac** Product **AMERICAN UNITY PAC**

Estimate # **5332**

													<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
													Totals	33 \$8,900.00